

EDITOR'S NOTE



Usually, buzzwords are anathema to me. Their repetitive use by advertisers especially gets on my nerves. Some recent additions to the advertising lexicon of buzzwords and catch phrases include: Going Green! Eco-Chic, Eco-Friendly, Green Living and many other combinations using either “Green” or “Eco.”

We can also add “sustainable” and “locally grown” to the mix.

These days, most trends seem to come and go with lightning speed as the marketing geniuses behind them need to quickly move on to the next gambit. But this eco-trend is one that I hope has a longer shelf life than usual.

When advertisers exploit a trend, they obviously do so to sell a product. But fortunately for all of us, many companies, including some of the larger corporations, are discovering the profitability of creating and selling goods that are made from sustainable resources or are environmentally sensitive. Some are jumping on the bandwagon for altruistic reasons—they actually care about our quality of life and that of the planet—while others see this as a way to make a buck (or a few million bucks, depending on the business in which they are investing). But sustainability is to be encouraged no matter who is promoting it or for whatever reason.

Does a trend signify a movement or even a revolution? In this case, I think it does. Around the world, individual consumers, farmers, artists, students—individuals from all walks of life—are questioning what is happening to our planet and mobilizing to effect changes in their communities that will alleviate its destruction. One can only hope that more politicians and lawmakers will join them.

Edible Ojai has been part of this movement since its inception, but on this, our sixth anniversary, we are taking things a little further and the environment is our central theme.

I am personally in awe of every one of our contributors' stellar efforts to shed light on some of the issues at hand. I am also heartened to see the ways in which members of our community are making changes in their homes and everyday lives to ensure that each of us has cleaner air to breathe, healthier food to eat and purer water to drink.

For those readers who may wonder what a story about building a green house has to do with food, I urge you to read this issue in its entirety and, I think, or at least I hope, the answer will become abundantly clear.

It is a great honor to reproduce the historical and iconic artwork, *Sun Mad*, by Ester Hernandez. Although satirical, it is also an expression of personal rage against having been unknowingly exposed to pesticides in the fields where she worked as a child alongside her farmworker parents.

So, congratulations to all of our contributors, readers, advertisers—everyone who helps to make this publication possible—for six great years with many more to come.

Wishing you all a healthy springtime!

Jane Handel



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